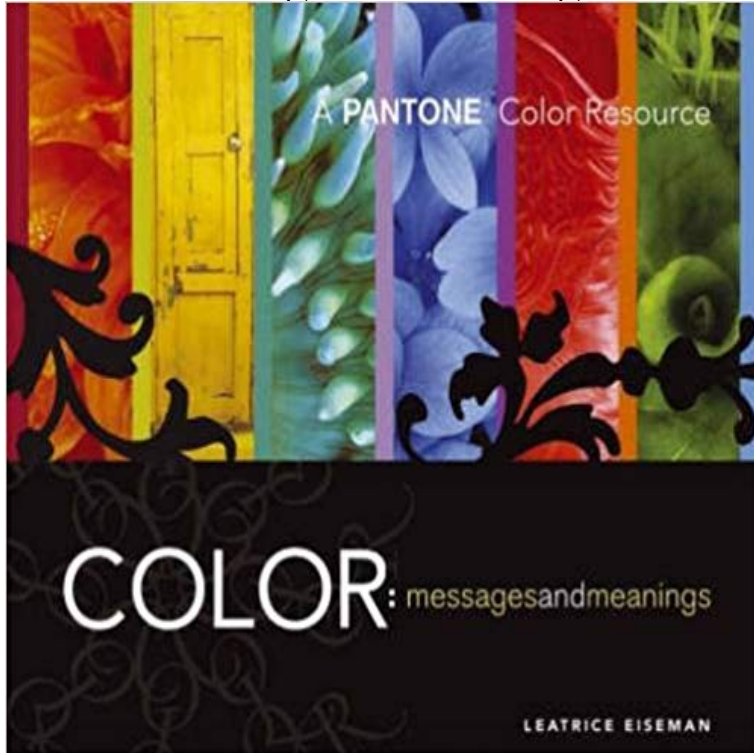


Color - Messages & Meanings: A PANTONE Color Resource



Those involved in marketing, design, advertising and retail need to be as informed as possible about the usage of colour as a means of instant communication in order to make appropriate colour decisions. This guide explains the emotional response to colour and covers the latest guidelines for effective colour combinations.

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